

Application Serial No. 10/008,772

REMARKS

Claims 11, 12, 14, 15 and 21-23 stand rejected under 35 U.S.C. § 102(e) as being anticipated by U.S. patent application no. 2002/0147656 (hereinafter "Tam"). In a previous Office Action dated January 30, 2006, the Examiner noted on page 5-6 that he believed the claim limitation "collecting browsing habits" is disclosed by Tam, in that the Examiner interprets that "a purchase [according to Tam] is a query of the database [as claimed]." The Examiner noted further on page 6 "that if the claim recited 'recording queries of the aggregate database regardless of whether the query represents a sale,' the reference would not read on the limitation. At that time, Applicant declined to add that claim language. At this time, in the interest of moving prosecution forward, claim 11 is herein amended to add this limitation. Thus, claim 11 as amended should be allowable.

Claims 12, 14, 15 and 21-23 depend upon claim 11, and thus should be allowable for at least the same reasons.

Claim 13 stands rejected under 35 U.S.C. § 103(a) as being anticipated by a hypothetical combination of Tam and limitations that the Examiner asserts are well known. As claim 13 depends upon claim 11, it should be allowable for at least the same reasons.

For the record, Applicant respectfully disagrees with the Examiner's rejections of the pending claims, but believes these rejections are now moot in view of the current amendment to claim 11.

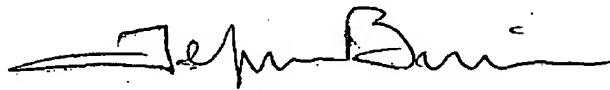
In view of the above, the Application is deemed to be in allowable condition. The Examiner is therefore earnestly requested to withdraw all

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outstanding rejections and objections, allowing the Application to pass to issue as a United States Patent. Should the Examiner have any questions regarding the application, he is respectfully urged to contact Applicant's attorney at (650) 474-8400.

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Respectfully submitted,



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